



Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

30 October 11969

Mr. Daniel H. MacDonald
General Manager, WVBC Radio
Room 411, Fulton Hall
Boston College
Chestnut Hill, Massachusetts 02167

Dear Mr. MacDonald:

We received a copy of the letter of October 26 that you wrote to Bob Witkowski of the Ivy Network. Ivy sent the copy down to us with some other information.

To speak to the point, I believe your Production Manager misinterpreted the copy for the order for "The Groupies." That copy fits very easily into the required 30 seconds, including the two second introduction and the 15 seconds of soundtrack. The way the copy read is as follows:

1. Run two seconds of the opening cut.
2. Fade it under the announcer.
3. At the conclusion of the announcer's segment, take a total of 15 seconds of talk from the second side of the album. Suggested segments, totalling no more than 15 seconds, were listed on the copy. There was to be no announcer voice in this segment.
4. Announcer returns with closing copy lines and mentions two or three of the listed stores in rotation; he does not name each store on each spot.

By testing several people here in the office, we determined that the spot could be produced most easily, without the need for "breakneck speed," in the required 30 seconds.

Mr. Daniel H. MacDonald
WVBC Radio

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You also mention in your letter that:

"At times in the past, Campus has provided to us spot material which exceeded the specified length of spots involved."

We would like to know what spots you are referring to and when these "violations" occurred. To be sure that I was not overlooking anything, I have just now gone through our entire file for WVBC and have found nothing in the way of notes or correspondence that indicates we have sent spots that run longer than the specified time period. May I ask why it is, if that situation has indeed existed, that neither you nor any of your staff has ever made any mention of its existence. We are the people who are able to correct situations of that kind, should they occur.

If, as a result of WVBC's joining the Ivy Network, you feel that the relationship between Campus Media Inc and WVBC has deteriorated excessively (or at all), I would appreciate receiving your comments and suggestions directly.

May I hear from you soon?

Very truly yours,

Jeffrey S. Fannon
Account Executive

JSF/bp

cc: Bob Witkowski

